DOCUMENT RESUME

ED 356 748 HE 026 406

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TITLE The Income Generation Handbook: A Practical Guide for Educational Institutions.
INSTITUTION Society for Research into Higher Education, Ltd., London (England).
REPORT NO ISBN-0-335-15718-1
PUB DATE 92
NOTE 150p.
AVAILABLE FROM Society for Research into Higher Education and Open University Press, 1900 Frost Road, Suite 101, Bristol, PA 19007 ($39).
PUB TYPE Books (010) -- Guides - Non-Classroom Use (055)

EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS Educational Administration; *Educational Finance; Financial Policy; Foreign Countries; *Fund Raising; Higher Education; *Income; Investment; Private Financial Support; Public Policy; *School Accounting; School Funds; Taxes
IDENTIFIERS Education Reform Act 1988 (England); *Great Britain; *Income Generation

ABSTRACT

This book sets out the British policy context and theoretical framework for income generation by institutions of higher education and provides practical guidance in this area. Income generation is defined as all income generated over and above the core funding provided by an institution's primary funding body. Chapter 1 offers an overview of income generation and its definitions. Chapter 2 deals with key aspects of home student recruitment to award-bearing courses. Chapter 3 undertakes a step-by-step analysis of the stages involved in setting up and delivering two varieties of short course. Chapter 4 discusses financial arrangements covering a commercial strategy, profit and incentives, business practices, a commercial unit web, costing and pricing, and tax. Chapter 5 describes and analyzes three delivery models: the enterprise unit; the trading company; and the consortium. Chapter 6 lists and describes additional opportunities for income generation which have been successfully tried and tested by educational institutions. Chapter 7 explores five categories of "gift money" or sponsorships. Chapter 8 addresses basic principles for finding preliminary funding. Chapter 9 explores how to obtain research funding. Chapter 10 describes a real-life example of an internal business. The final chapter addresses the art of successfully delivering educational services for customer satisfaction. (JB)

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